

Dialogue for Calling Business Owners

Alternative Dialogue when calling business owners—if not doing Business Directory

Call 10 business owners you have a good relationship with (you refer them, they refer you, those that you use) and talk with them about running your business by referral. You can share with them the Items of Value you send out every month. At the very least, share the Gentlest of Reminders Dialogue (“Oh, by the way...I’m never too busy for your referrals.”)

“As business owners, one thing we have in common is the need to continually generate leads. In my experience, the best type of client to work with is a referred client because they come in with a level of trust in me and knowledge of the kind of service I’ll provide. I’m in a coaching program where I’m learning how to generate more referred leads. My goal is to seek out like-minded business owners who are committed to delivering excellent service, who I can refer my clients to, and create win-win relationships with—where we both benefit from referred business. Do you want to get together and see how we can help each other?”

NOTE: *Even if you’re new to Working by Referral, you can have great interactions with other business owners because you have something they will recognize as very valuable once you share it with them.*